

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear Bill:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston FF Box	12300-25252
1	Winston Light Box	12300-25253

PO #041398

Product / Premium Arrival: **April 13, 1998**
Ship Date to Retail: **Week of: April 27, 1998**

Displays (Item #541085)

SKU CUBE: **1.7500**
SKU WT (w/o Product): **3.7500 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$564.38**

51845 7700

-2-

MAY .70¢ 2-Pack Tear Tape
DONAHUE TOBACCO CO.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALE PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162302

L. E. MacWilliams

Note to RJR Manager:

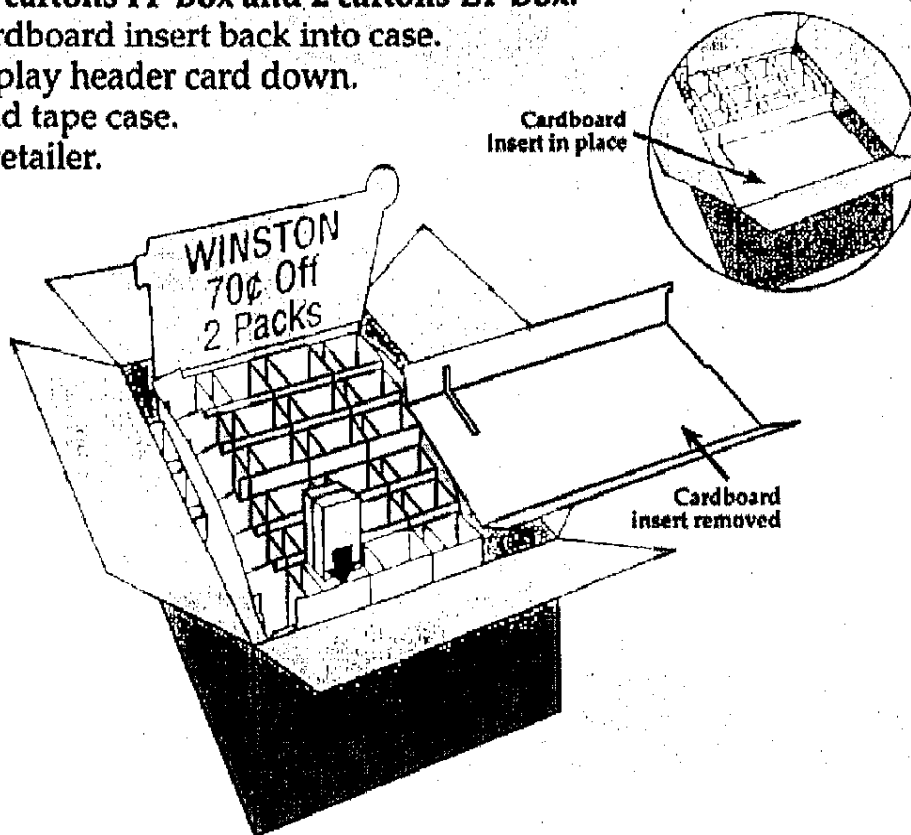
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

51845 7701

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS 2ND QTR. '98****May WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit
 Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

51845 7702

WORKPLAN VAP TEMPLATE LISTING

PAGE: 8
DATE: 98-03-24
TIME: 12:23 PM

WHOLESALE: 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE: 800266 80500 MIN MAY, 70/2 NO
TEMPLATE SEQ: 0905
SALES LEVEL: 16XXXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	705930	BAR GETTY	MAIN STREET RT. 9	S GLENS FALLS	NY	12803	1			(518) 793-4715	
162302	162320	748814	ROTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	1			(518) 798-9291	
162302	162320	711841	ANCHOR BEVERAGE	228 SARATOGA RD	S GLENS FALLS	NY	12803	1			(518) 793-7288	
162302	162321	640167	ZENATH PETROLEUM	278 BROADWAY	FORT EDWARD	NY	12828	1			(518) 747-8503	
162302	162320	670993	FALITH ENTERPRISES	EXIT 23	LAKE GEORGE	NY	12845	1			(518) 623-3707	
162302	162320	250716	BONFARRE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1			(518) 798-4781	
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	1			(518) 792-3110	
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1			(518) 632-5291	
162303	162324	779350	CITGO	SALMAN PETROLEUM	SCHENECTADY	NY	12304	1			(518) 382-8055	
162304	162321	392637	GETTY MART	1324 SARATOGA RD	BALSTON SPA	NY	12020	1			(518) 885-2538	
162304	162321	699172	22 PETROLEUM, INC.	2429 STATE ROUTE	BALSTON SPA	NY	12020	1			(518) 899-6271	
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1			(518) 436-0484	
162306	162325	634314	HAWADA MART INC.	95 CONGRESS STREET	TROY	NY	12180	1			(518) 274-1521	
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	1			(518) 477-9129	

PAGE BREAK TOTAL ACCOUNTS

15

TOTAL QUANTITY

15

TEMPLATE TOTAL ACCOUNTS

15

TOTAL QUANTITY

15